

ORDER



Orders
Order / Rev: 704330
Alt Order #: 06261648
Product Desc: OBAMA SCHED C
Estimate: 1549
Flight Dates: 08/04/12 - 08/17/12
Original Date / Rev: 09/23/12 / 09/23/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/17/12	156	\$167,000.00	\$141,950.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	156	\$167,000.00	\$141,950.00	0.00
Totals	156	\$167,000.00	\$141,950.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	08/06/12	08/17/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	8	\$700.00	P-1	0.00	NM	16	\$11,200.00
LETS-DEAL1-CBS< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 MTWTF-- 8 \$700.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 WUSA 08/06/12-08/12/12 10-11a 10-11a MTWThF--- :30 (\$700.00) 0.00 NM See MG 1.17 [Hub Error / Did not Run] 17 WUSA 08/17/12-08/17/12 10-11a 10-11a -----F--- :30 \$700.00 0.00 NM MG for 1.2 08/07 Week: 08/13/12 08/19/12 MTWTF-- 8 \$700.00 0.00															
2	WUSA	08/06/12	08/17/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	8	\$1,200.00	P-1	0.00	NM	16	\$19,200.00
PRICE-RT 1-CBS/PRICE-RT 2-CBS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 MTWTF-- 8 \$1,200.00 0.00 Week: 08/13/12 08/19/12 MTWTF-- 8 \$1,200.00 0.00															
3	WUSA	08/06/12	08/17/12	DT Soaps	CM	9A-3P (12:30 PM-3:00 PM)	MTWTF--	:30	15	\$1,200.00	P-2	0.00	NM	30	\$36,000.00
VARIOUS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 MTWTF-- 15 \$1,200.00 0.00 Week: 08/13/12 08/19/12 MTWTF-- 15 \$1,200.00 0.00															
4	WUSA	08/06/12	08/17/12		CM	12-1230P	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	10	\$12,000.00

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Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED C
 Estimate: 1549

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9NWSNOWSU@630P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S		1				\$1,000.00		0.00			
		Week: 08/06/12	08/12/12	-----S		1				\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NUSA	08/06/12-08/12/12		9 News @ 630p Sun		630-7P	-----Su	:30		(\$1,000.00)		0.00	NM		
		See MG 12.3 [NA due to Golf]													
3	NUSA	08/17/12-08/17/12		9 News @ 6p		6-630p	-----F----	:30		\$1,000.00		0.00	NM		
		Ⓜ MG for 12.2 08/12													
13	WUSA	08/05/12	08/12/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$12,000.00	P-2	0.00	NM	2	\$24,000.00
60 MINUTES-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S		1				\$12,000.00		0.00			
		Week: 08/06/12	08/12/12	-----S		1				\$12,000.00		0.00			
													Totals	156	\$167,000.00